GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:773
ANSWERED ON:03.03.2008
UNSOLICITED TELEMARKETING CALLS
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether a large number of persons registered on the National-Do-Not-Call (NDNC) Registry are still getting unsolicited telemarketing calls and messages;

(b) if, so the details thereof alongwith the names of companies against whom action has been taken/being taken by the Government

(c) the reasons for increase in such calls and messages despite prohibitory penal provisions; and

(d) the steps taken/being taken by the Government to further discourage such companies?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) & (b) Sir, the Telecom Regulatory Authority of India (TRAI) has issued the Regulation `The Telecom Unsolicited Commercial Communications Regulation, 2007` on 5th June, 2007. As per the Regulation, the National Do Not Call Registry (NDNC) came into effect from 12th October, 2007. Since then the registered telemarketers have started sending their calling list of NDNC for cleaning (scrubbing). As per the data available with TRAI, on an average daily 15 to 20 million telephone number are being submitted by telemarketers to the NDNC for verification to check if they fall in the category of do not call numbers.

As per the report available with TRAI, approximately 8.2 millions subscribers have registered with NDNC. The telecom service providers have informed that they have received only about 29246 complaints, which is only 0.35% of the total number of subscribers who have registered for not getting unsolicited commercial communications. As per the regulation, action against the defaulting telemarketers is to be taken by the telecom service providers, as per following provisions in the regulation:

Originating Access Provider to whom the complain has been forwarded will examine and warn the guilty telemarketer/customer for the first time.

If the Unsolicited Commercial Communications (UCC) is repeated by the same telemarketer for the second time, his service provider shall charge a higher tariff. TRAI has provided for a special tariff on per call basis, which is Rs. 500/-.

The Telecom Service Providers have been directed to disconnect telephone connections of the telemarketer if it still continues to make Unsolicited Commercial Communication.

(c) There is significant decline in the UCC as approximately one million numbers are being removed daily by the NDNC from the calling list submitted by the Telemarketers.

(d) To improve the effectiveness and compliance by the telecom service providers, the TRAI has issued a consultation paper on 16.01.2008 for imposing financial sanctions on erring telecom service providers.